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Variabel Harga (X1)

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	4

Item Statistics

	Mean	Std. Deviation	N
x1_1	4.04	.935	25
x1_2	4.08	.862	25
x1_3	4.08	1.038	25
x1_4	4.20	1.041	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1_1	12.36	7.323	.801	.905
x1_2	12.32	7.810	.767	.917
x1_3	12.32	6.727	.826	.898
x1_4	12.20	6.417	.901	.870

Variabel Desain (X2)

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

Item Statistics

	Mean	Std. Deviation	N
x2_1	3.92	.812	25
x2_2	3.60	.645	25
x2_3	3.80	.707	25
x2_4	4.08	.812	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2_1	11.48	3.010	.679	.714
x2_2	11.80	3.750	.567	.772
x2_3	11.60	3.500	.598	.756
x2_4	11.32	3.143	.618	.748

Variabel Kepuasan (X3)

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	4

Item Statistics

	Mean	Std. Deviation	N
x3_1	3.88	1.013	25
x3_2	3.76	1.052	25
x3_3	3.56	1.121	25
X3_4	3.80	1.000	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3_1	11.12	8.693	.800	.920
x3_2	11.24	8.107	.883	.892
x3_3	11.44	7.757	.879	.894
X3_4	11.20	8.833	.785	.924

VARIABEL LOYALITAS KONSUMEN (Y)

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.813	4

Item Statistics

	Mean	Std. Deviation	N
y_1	4.08	.909	25
y_2	3.84	.898	25
y_3	3.84	.746	25
y_4	4.00	.764	25

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y_1	11.68	3.810	.696	.734
y_2	11.92	4.077	.613	.776
y_3	11.92	4.660	.587	.786
y_4	11.76	4.440	.647	.760

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Loyalitas Konsumen (Y)	15.97	2.772	77
Harga (X1)	16.47	3.335	77
Desain (X2)	15.74	2.731	77
Kepuasan (X3)	15.32	3.310	77

Correlations

		Loyalitas Konsumen (Y)	Harga (X1)	Desain (X2)	Kepuasan (X3)
Pearson Correlation	Loyalitas Konsumen (Y)	1.000	.904	.933	.887
	Harga (X1)	.904	1.000	.870	.853
	Desain (X2)	.933	.870	1.000	.811
	Kepuasan (X3)	.887	.853	.811	1.000
Sig. (1-tailed)	Loyalitas Konsumen (Y)	.	.000	.000	.000
	Harga (X1)	.000	.	.000	.000
	Desain (X2)	.000	.000	.	.000
	Kepuasan (X3)	.000	.000	.000	.
N	Loyalitas Konsumen (Y)	77	77	77	77
	Harga (X1)	77	77	77	77
	Desain (X2)	77	77	77	77
	Kepuasan (X3)	77	77	77	77

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kepuasan (X3), Desain (X2), Harga (X1) ^b	.	Enter

a. Dependent Variable: Loyalitas Konsumen (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963 ^a	.927	.924	.766

a. Predictors: (Constant), Kepuasan (X3), Desain (X2), Harga (X1)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	541.157	3	180.386	307.729	.000 ^b
	Residual	42.791	73	.586		
	Total	583.948	76			

a. Dependent Variable: Loyalitas Konsumen (Y)

b. Predictors: (Constant), Kepuasan (X3), Desain (X2), Harga (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.158	.514		2.254	.027
	Harga (X1)	.168	.062	.202	2.704	.009
	Desain (X2)	.525	.068	.517	7.741	.000
	Kepuasan (X3)	.247	.053	.295	4.690	.000

a. Dependent Variable: Loyalitas Konsumen (Y)

FREKUENSI IDENTITAS RESPONDEN

Statistics				
		jenis kelamin	Usia	Pekerjaan
N	Valid	77	77	77
	Missing	0	0	0

Frequency Table

jenis kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	17	22.1	22.1	22.1
	Perempuan	60	77.9	77.9	100.0
	Total	77	100.0	100.0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 tahun	16	20.8	20.8	20.8
	26-30 tahun	24	31.2	31.2	51.9
	31-40 tahun	11	14.3	14.3	66.2
	di atas 40 tahun	26	33.8	33.8	100.0
	Total	77	100.0	100.0	

Pekerjaan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lain-Lain	20	26.0	26.0	26.0
	Karyawan Swasta	28	36.4	36.4	62.3
	Wiraswasta/Pedagang	14	18.2	18.2	80.5
	Pegawai Negeri	15	19.5	19.5	100.0
	Total	77	100.0	100.0	

FREKUENSI VARIABEL HARGA (X1)

Statistics

		x1_1	x1_2	x1_3	x1_4	Harga (X1)
N	Valid	77	77	77	77	77
	Missing	0	0	0	0	0
Mean		3.99	4.12	4.18	4.18	16.47
Median		4.00	4.00	4.00	4.00	17.00
Mode		4	5	4	4 ^a	18
Sum		307	317	322	322	1268

a. Multiple modes exist. The smallest value is shown

Frequency Table

x1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	3	3.9	3.9	6.5
	3	9	11.7	11.7	18.2
	4	43	55.8	55.8	74.0
	5	20	26.0	26.0	100.0
	Total	77	100.0	100.0	

x1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	3	3.9	3.9	6.5
	3	11	14.3	14.3	20.8
	4	29	37.7	37.7	58.4
	5	32	41.6	41.6	100.0
	Total	77	100.0	100.0	

x1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	5	6.5	6.5	7.8
	3	4	5.2	5.2	13.0
	4	36	46.8	46.8	59.7
	5	31	40.3	40.3	100.0
	Total	77	100.0	100.0	

x1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.9	3.9	3.9
	2	2	2.6	2.6	6.5
	3	6	7.8	7.8	14.3
	4	33	42.9	42.9	57.1
	5	33	42.9	42.9	100.0
	Total	77	100.0	100.0	

		Harga (X1)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	2.6	2.6	2.6
	6	1	1.3	1.3	3.9
	8	1	1.3	1.3	5.2
	10	2	2.6	2.6	7.8
	11	1	1.3	1.3	9.1
	13	1	1.3	1.3	10.4
	14	4	5.2	5.2	15.6
	15	10	13.0	13.0	28.6
	16	7	9.1	9.1	37.7
	17	12	15.6	15.6	53.2
	18	15	19.5	19.5	72.7
	19	12	15.6	15.6	88.3
	20	9	11.7	11.7	100.0
	Total	77	100.0	100.0	

FREKUENSI VARIABEL DESAIN (X2)

Statistics

		x2_1	x2_2	x2_3	x2_4	Desain (X2)
N	Valid	77	77	77	77	77
	Missing	0	0	0	0	0
Mean		3.96	3.75	3.87	4.16	15.74
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Sum		305	289	298	320	1212

Frequency Table

x2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	3	3.9	3.9	6.5
	3	3	3.9	3.9	10.4
	4	57	74.0	74.0	84.4
	5	12	15.6	15.6	100.0
	Total	77	100.0	100.0	

x2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	5	6.5	6.5	7.8
	3	14	18.2	18.2	26.0
	4	49	63.6	63.6	89.6
	5	8	10.4	10.4	100.0
	Total	77	100.0	100.0	

x2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	2	2.6	2.6	5.2
	3	7	9.1	9.1	14.3
	4	59	76.6	76.6	90.9
	5	7	9.1	9.1	100.0
	Total	77	100.0	100.0	

x2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	3	3.9	3.9	6.5
	3	4	5.2	5.2	11.7
	4	40	51.9	51.9	63.6
	5	28	36.4	36.4	100.0
	Total	77	100.0	100.0	

Desain (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	1.3	1.3	1.3
	6	2	2.6	2.6	3.9
	9	2	2.6	2.6	6.5
	11	1	1.3	1.3	7.8
	14	2	2.6	2.6	10.4
	15	13	16.9	16.9	27.3
	16	27	35.1	35.1	62.3
	17	20	26.0	26.0	88.3
	18	3	3.9	3.9	92.2
	19	3	3.9	3.9	96.1
	20	3	3.9	3.9	100.0
	Total	77	100.0	100.0	

FREKUENSI VARIABEL KEPUASAN KONSUMEN (X3)

Statistics

		x3_1	x3_2	x3_3	X3_4	Kepuasan (X3)
N	Valid	77	77	77	77	77
	Missing	0	0	0	0	0
Mean		3.86	3.86	3.71	3.90	15.32
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Sum		297	297	286	300	1180

Frequency Table

x3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	6	7.8	7.8	9.1
	3	12	15.6	15.6	24.7
	4	42	54.5	54.5	79.2
	5	16	20.8	20.8	100.0
	Total	77	100.0	100.0	

x3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	5	6.5	6.5	9.1
	3	13	16.9	16.9	26.0
	4	39	50.6	50.6	76.6
	5	18	23.4	23.4	100.0
	Total	77	100.0	100.0	

x3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5.2	5.2	5.2
	2	2	2.6	2.6	7.8
	3	22	28.6	28.6	36.4
	4	33	42.9	42.9	79.2
	5	16	20.8	20.8	100.0
	Total	77	100.0	100.0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	5	6.5	6.5	7.8
	3	14	18.2	18.2	26.0
	4	38	49.4	49.4	75.3
	5	19	24.7	24.7	100.0
	Total	77	100.0	100.0	

Kepuasan (X3)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	1.3	1.3	1.3
	6	1	1.3	1.3	2.6
	7	2	2.6	2.6	5.2
	9	3	3.9	3.9	9.1
	12	2	2.6	2.6	11.7
	13	6	7.8	7.8	19.5
	14	11	14.3	14.3	33.8
	15	6	7.8	7.8	41.6
	16	20	26.0	26.0	67.5
	17	3	3.9	3.9	71.4
	18	10	13.0	13.0	84.4
	19	8	10.4	10.4	94.8
	20	4	5.2	5.2	100.0
	Total	77	100.0	100.0	

FREKUENSI VARIABEL LOYALITAS KONSUMEN (Y)

Statistics

		y_1	y_2	y_3	y_4	Loyalitas Konsumen (Y)
N	Valid	77	77	77	77	77
	Missing	0	0	0	0	0
Mean		4.01	3.88	3.92	4.16	15.97
Median		4.00	4.00	4.00	4.00	16.00
Mode		4	4	4	4	16
Sum		309	299	302	320	1230

Frequency Table

y_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	2	2.6	2.6	5.2
	3	5	6.5	6.5	11.7
	4	52	67.5	67.5	79.2
	5	16	20.8	20.8	100.0
	Total	77	100.0	100.0	

y_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	4	5.2	5.2	6.5
	3	14	18.2	18.2	24.7
	4	42	54.5	54.5	79.2
	5	16	20.8	20.8	100.0
	Total	77	100.0	100.0	

y_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.6	2.6	2.6
	2	3	3.9	3.9	6.5
	3	6	7.8	7.8	14.3
	4	54	70.1	70.1	84.4
	5	12	15.6	15.6	100.0
	Total	77	100.0	100.0	

y_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	3	3.9	3.9	5.2
	3	6	7.8	7.8	13.0
	4	40	51.9	51.9	64.9
	5	27	35.1	35.1	100.0
	Total	77	100.0	100.0	

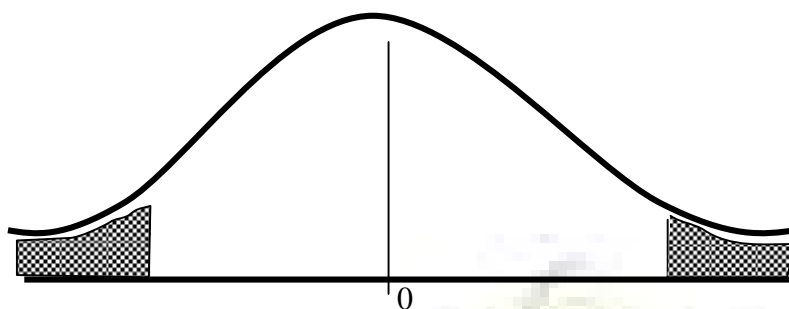
Loyalitas Konsumen (Y)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	1.3	1.3	1.3
	6	1	1.3	1.3	2.6
	9	2	2.6	2.6	5.2
	10	1	1.3	1.3	6.5
	11	1	1.3	1.3	7.8
	14	4	5.2	5.2	13.0
	15	12	15.6	15.6	28.6
	16	20	26.0	26.0	54.5
	17	16	20.8	20.8	75.3
	18	11	14.3	14.3	89.6
	19	5	6.5	6.5	96.1
	20	3	3.9	3.9	100.0
	Total	77	100.0	100.0	

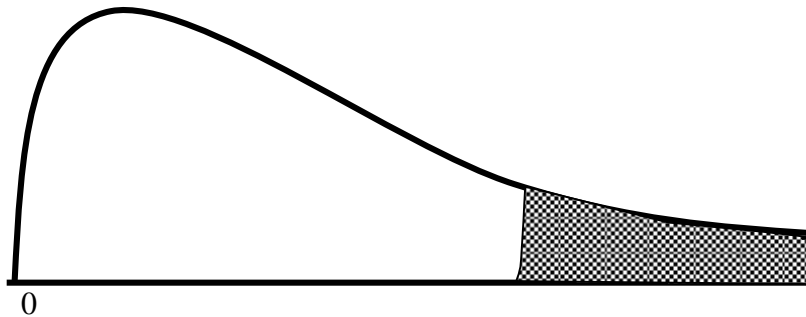
TABEL R

DF	10%	5%	2,5%	1%
1	0.951	0.988	0.997	1.000
2	0.800	0.900	0.950	0.980
3	0.687	0.805	0.878	0.934
4	0.608	0.729	0.811	0.882
5	0.551	0.669	0.754	0.833
6	0.507	0.621	0.707	0.789
7	0.472	0.582	0.666	0.750
8	0.443	0.549	0.632	0.715
9	0.419	0.521	0.602	0.685
10	0.398	0.497	0.576	0.658
11	0.380	0.476	0.553	0.634
12	0.365	0.458	0.532	0.612
13	0.351	0.441	0.514	0.592
14	0.338	0.426	0.497	0.574
15	0.327	0.412	0.482	0.558
16	0.317	0.400	0.468	0.543
17	0.308	0.389	0.456	0.529
18	0.299	0.378	0.444	0.516
19	0.291	0.369	0.433	0.503
20	0.284	0.360	0.423	0.492
21	0.277	0.352	0.413	0.482
22	0.271	0.344	0.404	0.472
23	0.265	0.337	0.396	0.462
24	0.260	0.330	0.388	0.453
25	0.255	0.323	0.381	0.445
26	0.250	0.317	0.374	0.437
27	0.245	0.311	0.367	0.430
28	0.241	0.306	0.361	0.423
29	0.237	0.301	0.355	0.416
30	0.233	0.296	0.349	0.409

Cuplikan Tabel t



No	10%	5%	2,5%
70	1.294	1.667	1.994
71	1.294	1.667	1.994
72	1.293	1.666	1.993
73	1.293	1.666	1.993
74	1.293	1.666	1.993
75	1.293	1.665	1.992
76	1.293	1.665	1.992
77	1.293	1.665	1.991
78	1.292	1.665	1.991
79	1.292	1.664	1.990
80	1.292	1.664	1.990
81	1.292	1.664	1.990
82	1.292	1.664	1.989
83	1.292	1.663	1.989
84	1.292	1.663	1.989
85	1.292	1.663	1.988
86	1.291	1.663	1.988
87	1.291	1.663	1.988
88	1.291	1.662	1.987
89	1.291	1.662	1.987
90	1.291	1.662	1.987
91	1.291	1.662	1.986
92	1.291	1.662	1.986
93	1.291	1.661	1.986
94	1.291	1.661	1.986
95	1.291	1.661	1.985
96	1.290	1.661	1.985
97	1.290	1.661	1.985
98	1.290	1.661	1.984
99	1.290	1.660	1.984
100	1.290	1.660	1.984

Tabel F untuk $\alpha = 0.05$ 

df	1	2	3	4	5	6	7	8
71	3.976	3.126	2.734	2.501	2.344	2.229	2.142	2.072
72	3.974	3.124	2.732	2.499	2.342	2.227	2.140	2.070
73	3.972	3.122	2.730	2.497	2.340	2.226	2.138	2.068
74	3.970	3.120	2.728	2.495	2.338	2.224	2.136	2.066
75	3.968	3.119	2.727	2.494	2.337	2.222	2.134	2.064
76	3.967	3.117	2.725	2.492	2.335	2.220	2.133	2.063
77	3.965	3.115	2.723	2.490	2.333	2.219	2.131	2.061
78	3.963	3.114	2.722	2.489	2.332	2.217	2.129	2.059
79	3.962	3.112	2.720	2.487	2.330	2.216	2.128	2.058
80	3.960	3.111	2.719	2.486	2.329	2.214	2.126	2.056
81	3.959	3.109	2.717	2.484	2.327	2.213	2.125	2.055
82	3.957	3.108	2.716	2.483	2.326	2.211	2.123	2.053
83	3.956	3.107	2.715	2.482	2.324	2.210	2.122	2.052
84	3.955	3.105	2.713	2.480	2.323	2.209	2.121	2.051
85	3.953	3.104	2.712	2.479	2.322	2.207	2.119	2.049
86	3.952	3.103	2.711	2.478	2.321	2.206	2.118	2.048
87	3.951	3.101	2.709	2.476	2.319	2.205	2.117	2.047
88	3.949	3.100	2.708	2.475	2.318	2.203	2.115	2.045
89	3.948	3.099	2.707	2.474	2.317	2.202	2.114	2.044
90	3.947	3.098	2.706	2.473	2.316	2.201	2.113	2.043
91	3.946	3.097	2.705	2.472	2.315	2.200	2.112	2.042
92	3.945	3.095	2.704	2.471	2.313	2.199	2.111	2.041
93	3.943	3.094	2.703	2.470	2.312	2.198	2.110	2.040
94	3.942	3.093	2.701	2.469	2.311	2.197	2.109	2.038
95	3.941	3.092	2.700	2.467	2.310	2.196	2.108	2.037
96	3.940	3.091	2.699	2.466	2.309	2.195	2.106	2.036
97	3.939	3.090	2.698	2.465	2.308	2.194	2.105	2.035
98	3.938	3.089	2.697	2.465	2.307	2.193	2.104	2.034
99	3.937	3.088	2.696	2.464	2.306	2.192	2.103	2.033
100	3.936	3.087	2.696	2.463	2.305	2.191	2.103	2.032